

From: [Chang, Lisa](#)
To: [Tiffany Waters](#); [Scott Williamson](#)
Cc: [Bonifacino, Gina](#); [Bonifaci, Angela](#)
Subject: RE: Swinomish FY14 Proposal
Date: Tuesday, May 19, 2015 5:05:00 PM

Hi Tiffany,

Thanks for the opportunity to review this proposal. Below is some initial feedback, as discussed on the phone today.

Here is an initial comment:

- 1) The proposal cites the following passage from the Skagit Chinook Recovery Plan (SCRП):

“Successful habitat protection depends on three important components. First is a public that recognizes the importance of salmon habitat protection, and that does not condone actions by others that do harm to these resources. This sentiment should be nurtured through a vigorous public information effort, and by providing the technical information to assist landowners and others in their efforts to comply with existing regulations. Technical and financial resources should also be made available to those who voluntarily want to do even more to protect and restore salmon habitat if they so choose. Providing people with the information to make informed decisions that will be protective of salmon habitat when working in and around streams is the first step towards habitat protection. To summarize, providing people the tools to “do the right thing” capitalizes on the vast majority of the public that wants to provide for a future for Skagit River Chinook. “

To me this suggests a public education effort that reaches and educates not only the general public, but all those “working in and around streams” – the agricultural sector as well. It suggests that the aspiration is a collaborative effort, where those “working in and around streams” and the general public are aware of, and have the tools to, protect and restore salmon habitat.

- 2) However, on pp. 5-6, the workplan suggests that the proposed outreach/education work has shifted away from the approach that seems to be laid out in the SCRП and no longer involves engaging/educating all those who “work in and around streams”: The current goal of the proposed work is to “raise awareness in both the public and decision makers about accountability in the agriculture industry where non-point source pollution and our state’s water resources are concerned...” and this would be done through “highly visible distribution channels...earned media stories in relevant print, television, radio and online channels...18 ads in Washington newspapers...and 4 billboard displays in King, Skagit, and Whatcom counties.”

We would like to further discuss the shift in emphasis between the original narrative and it’s solid basis in the SCRП and the actual direction of this project as we understand it from today’s conversations and the FY14 proposal and would appreciate it if we could have a conversation

with NWIFC and the subawardee before work proceeds much further.

Thanks very much,

Lisa

From: Tiffany Waters [mailto:twaters@nwifc.org]

Sent: Wednesday, May 06, 2015 10:19 AM

To: Chang, Lisa; Scott Williamson

Subject: Swinomish FY14 Proposal

Hello Lisa and Scott,

Enclosed is Swinomish's second FY14 proposal for your review. If you have any questions, please don't hesitate to call or email.

Thanks!

Tiffany

[Tiffany Waters](#)

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